

Welcome to the Office of the Mayor

Why we exist:

The Office of the Mayor provides leadership, management and strategic direction to the City of Bloomington. This is accomplished through public engagement, in cooperation with the City Council, to determine and implement priorities of the residents of our community. We serve the residents of Bloomington.

Activity/Service

Policy and Administration

Activity Description: Develop and establish City policies and practices. Direct and supervise policy implementation in concert with the City Council.

Goals:

- Assemble and lead a team of department heads to provide efficient delivery of City services.
 - Conduct bi-weekly meetings with department heads to manage progress on City initiatives and to provide efficient delivery of City services.
 - Conduct annual budget and strategic planning retreats to set goals and develop the City's annual budget.
- Provide open, transparent access about the delivery of City services to residents, businesses and all those who utilize City services.
 - Enhance engagement and responsiveness with the community by establishing a Director of Community Engagement position to lead efforts that improve transparency and address residents' ideas, questions and issues with City departments.
- Establish a city-wide high-speed broadband network to enhance economic development for the community.
- Invest in the repair and replacement of existing City-owned assets by providing necessary funding to all City departments responsible for City-owned assets. Invest in new City assets that respond to needs of the community.
 - Complete construction of infrastructure in the Trades District.
 - Initiate construction of Switchyard Park to enhance Bloomington as an attractive place to live, work and play.
 - Continue to replace and repair infrastructure in the police, fire, public works, planning and transportation, parks and utilities departments.
- Update the Unified Development Ordinances to reflect community input regarding the built environment, sustainable development and to accomplish balance in the type and affordability of housing product in Bloomington.
- Based on outcome of annexation lawsuit, consider next steps in proposed annexation process.
- Support and maintain public safety, civility and justice by providing fire service and law enforcement and collaborating with agencies to promote justice and civility.
 - Monitor and evaluate recommendations of the Downtown Safety, Civility and Justice Task Force.

Communications

Activity Description: Serve as the voice of the City of Bloomington government, transmitting information about City programs, policies, events, initiatives and services to Bloomington residents and visitors.

Goals:

- Inform taxpayers how tax dollars are being spent by government functions.
 - Quarterly press conferences with additional press conferences as circumstances dictate.
- Engage a wide range of audiences about City services.
 - 50 news releases annually
- Facilitate greater involvement between residents and their local government.
 - 6 appearances of Mayor at the Market
 - 50 Department head appearances
 - Daily social media updates in response to critical issues
 - Sponsor appropriate (#) community activities or events utilizing OOTM sponsor budget.
 - Provide strategic communications direction and support.
- Identify and implement collaborative opportunities among City departments and between departments and community organizations.
 - Expand and improve communication tools utilized to reach all audiences.
- Strategize, develop and execute Web site content.
 - Increase community relations opportunities and partnerships.
- Create a welcoming City Hall experience for residents and visitors to visit, enjoy art exhibits and attend events.
- Foster positive communications and relationships with key stakeholders at Indiana University, IU Health and other major organizations as needed.

Innovation

Activity Description: Serve as a catalyst for innovation and experimentation in City Hall, developing new processes, spurring creativity, and improving services for Bloomington residents and visitors.

Goals:

- Develop a city-wide approach to data driven policy analysis and implementation
 - Inventory current departmental approach to data
 - Assess possible data visualization and management tools similar to Socrata and Tableau.
 - Lead trainings on data software and data driven decision making.
 - Develop a regular, city-hall wide cadence for creating public data sets.
- Begin process of fully automating meeting transcriptions
 - Implement IBM Watson Transcription pilot aimed at reducing employee transcription time by 50%.
 - Develop browser based interface with storage capability to allow the creation of a searchable meeting database.
- Develop drone program
 - Conduct operational tests to assess viability of using commercial off the shelf drones in public safety, public works, and park operations.

- Develop guidelines to purchase drones.
 - Use drones to expand operational capability and where possible use them to decrease risk for city employees in dangerous activities (such as inspecting things off the ground or conducting searches for missing people).
- Increase affordable housing with the development of a pocket neighborhood plan.
 - Develop pocket neighborhood toolkit, with examples of unit lay out and planning documents.
 - Work with community partners to create a pilot neighborhood designed to help folks in need of housing.
 - Build 10 units in 2018.
- Increase productivity through increased utilization of web-based collaborative software.
 - Continue to train departments on the use of software like Canva.
 - Improve interdepartmental communication and collaboration through the use of cloud based software.
 - Eliminate any situation where someone would need to physically acquire a document, form, or flyer from City Hall.

Number of City of Bloomington employees: 650

Number of City of Bloomington departments: 14

- Community and Family Resources Department (CFRD)
- Controller
- Economic and Sustainable Development (ESD)
- Fire
- Housing and Neighborhood Development (HAND)
- Human Resources
- Information and Technology Services (ITS)
- Legal
- Office of the Mayor
- Parks and Recreation
- Planning and Transportation
- Police
- Public Works
- Transit (this is a separate municipal transit corporation)
- Utilities

Major initiatives of the Office of the Mayor include:

- **Support and Maintain Public Safety, Civility and Justice:** Providing fire service and law enforcement and collaborating with agencies to promote justice and civility.
- **Affordable Housing:** Crafting an affordable housing strategy as part of the Comprehensive Master Planning process including updates to the Unified Development Ordinance.
- **Facilitating Economic Development through Community-Wide Broadband Coverage:** Analyzing and identifying a partner to deploy community wide gigabit broadband internet to encourage business attraction and provide residents with affordable high-speed internet.
- **Transparency/Community Engagement:** Communicating with and engaging the public about how City government is performing and increasing use and access to data from City departments.
- **Asset Management and Investment:** Invest in the repair and replacement of existing City-owned assets by providing necessary funding to all City departments responsible for City-owned assets. Invest in new City assets that respond to needs of the community.
- **Innovation:** Invest in staff and create a culture of innovation that encourages piloting new ideas that will improve the delivery of services to the community while becoming more efficient to maximize City taxpayer dollars.